

Station WAVY-TV NORFOLK, VA.
Advertiser () ROMNEY 4 PRESIDENT
Product MITT ROMNEY
Estimate# 184
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //184
Flight Dates 09/07/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

CLIENT: ROMNEY FOR PRESIDENT, INC. SC=*

-- REMARKS --

THIS IS A NEW POLITICAL ORDER
CONTRACT TOTAL IS \$94,400
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F	6A-7A	AM NEWS	:30	\$1,500.00	09/07-09/07	2	1	2	\$3,000.00	
				Buyline Comment: AM NEWS								
	2	M	6A-7A	AM NEWS	:30	\$1,500.00	09/10-09/10	2	1	2	\$3,000.00	
				Buyline Comment: AM NEWS								
	3	F	7A-9A	TODAY SHOW	:30	\$1,500.00	09/07-09/07	2	1	2	\$3,000.00	
				Buyline Comment: TODAY SHOW								
	4	M	7A-9A	TODAY SHOW	:30	\$1,500.00	09/10-09/10	2	1	2	\$3,000.00	
				Buyline Comment: TODAY SHOW								
	5	F	9A-10A	TODAY SHOW 2	:30	\$500.00	09/07-09/07	2	1	2	\$1,000.00	
				Buyline Comment: TODAY SHOW 2								
	6	M	9A-10A	TODAY SHOW 2	:30	\$500.00	09/10-09/10	2	1	2	\$1,000.00	
				Buyline Comment: TODAY SHOW 2								
	7	F	10A-11A	TODAY SHOW 3	:30	\$400.00	09/07-09/07	2	1	2	\$800.00	
				Buyline Comment: TODAY SHOW 3								
	8	M	10A-11A	TODAY SHOW 3	:30	\$400.00	09/10-09/10	2	1	2	\$800.00	
				Buyline Comment: TODAY SHOW 3								

Rep Order#	6849961	Ver#	1	Status	New	Traffic Order#	09/06/2012 3:01 PM
							Printed:
							2 of 6

EC'd Yes

Ver# 1 Status New

Traffic Order#

Printed: 09/06/2012 3:01 PM

2 of 6

Living Buylines: All Lines

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
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138 CONANT STREET

Rep Firm
Sales Office () PHILADELPHIA

Product MITT ROMNEY

BEVERLY, MA 02494

() ANJIE BRADY

Estimate# 184

Agency C/P1/P2/E //184

1000

Buyer STEPHANIE KINCAID

Flight Dates 09/07/2012 - 09/10/2012

Salesperson Phone# 215-567-6005

Phone

Hiatus Weeks

Salesperson FAX# 215-567-5938

Fax#

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	9	F	12P-1P	NOON NEWS	:30	\$300.00	09/07-09/07	2	1	2	\$600.00	
			Buyline Comment: NOON NEWS									
	10	M	12P-1P	NOON NEWS	:30	\$300.00	09/10-09/10	2	1	2	\$600.00	
			Buyline Comment: NOON NEWS									
	11	F	1P-2P	DAYS OF OUR LIVES	:30	\$300.00	09/07-09/07	2	1	2	\$600.00	
			Buyline Comment: DAYS OF OUR LIVES									
	12	M	1P-2P	DAYS OF OUR LIVES	:30	\$300.00	09/10-09/10	2	1	2	\$600.00	
			Buyline Comment: DAYS OF OUR LIVES									
	13	F	4P-5P	ANDERSON COOPER	:30	\$300.00	09/07-09/07	2	1	2	\$600.00	
			Buyline Comment: ANDERSON COOPER									
	14	M	4P-5P	ANDERSON COOPER	:30	\$300.00	09/10-09/10	2	1	2	\$600.00	
			Buyline Comment: ANDERSON COOPER									
	15	F	5P-530P	5PM NEWS	:30	\$1,500.00	09/07-09/07	2	1	2	\$3,000.00	
			Buyline Comment: 5PM NEWS									
	16	M	5P-530P	5PM NEWS	:30	\$1,500.00	09/10-09/10	2	1	2	\$3,000.00	
			Buyline Comment: 5PM NEWS									
	17	F	530P-6P	530PM NEWS	:30	\$1,500.00	09/07-09/07	2	1	2	\$3,000.00	
			Buyline Comment: 530PM NEWS									
	18	M	530P-6P	530PM NEWS	:30	\$1,500.00	09/10-09/10	2	1	2	\$3,000.00	
			Buyline Comment: 530PM NEWS									
	19	F	6P-630P	6PM NEWS	:30	\$1,800.00	09/07-09/07	2	1	2	\$3,600.00	
			Buyline Comment: 6PM NEWS									

Rep Order#	6849961	Ver#	1	Status	New	Traffic Order#	09/06/2012 3:01 PM
							Printed:
							3 of 6

EC'd Yes

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3 of 6

Last Received: 09/06/2012 11:41 AM

Showing Buylines: All Lines

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138 CONANT STREET

) PHILADELPHIA

Product	MITT ROMNEY
Estimate#	184

BEVERLY, MA 02494
Agency C/P1/P2/E //184

) ANJIE BRADY

Estimate# 184

Agency C/P1/P2/E //184

Flight Dates 09/07/2012 - 09/10/2012

Salesperson Phone# 215-567-6005

Phone#

Hiatus Weeks

Salesperson FAX# 215-567-5938

Fax#

Table 1

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	20	M	6P-630P	6PM NEWS	:30	\$1,800.00	09/10-09/10	2	1	2	\$3,600.00	
			Buyline Comment: 6PM NEWS									
	21	F	630P-7P	NBC NIGHTLY NEWS	:30	\$2,500.00	09/07-09/07	2	1	2	\$5,000.00	
			Buyline Comment: NBC NIGHTLY NEWS									
	22	M	630P-7P	NBC NIGHTLY NEWS	:30	\$2,500.00	09/10-09/10	2	1	2	\$5,000.00	
			Buyline Comment: NBC NIGHTLY NEWS									
	23	F	7P-730P	ENTERTAINMENT TONIGHT	:30	\$600.00	09/07-09/07	2	1	2	\$1,200.00	
			Buyline Comment: ENTERTAINMENT TONIGHT									
	24	M	7P-730P	ENTERTAINMENT TONIGHT	:30	\$600.00	09/10-09/10	2	1	2	\$1,200.00	
			Buyline Comment: ENTERTAINMENT TONIGHT									
	25	F	730P-8P	THE INSIDER	:30	\$600.00	09/07-09/07	2	1	2	\$1,200.00	
			Buyline Comment: THE INSIDER									
	26	M	730P-8P	ACCESS HOLLYWOOD	:30	\$600.00	09/10-09/10	2	1	2	\$1,200.00	
			Buyline Comment: ACCESS HOLLYWOOD									
	27	F	11P-1135P	LATE NEWS	:30	\$1,800.00	09/07-09/07	2	1	2	\$3,600.00	
			Buyline Comment: LATE NEWS									
	28	M	11P-1135P	LATE NEWS	:30	\$1,800.00	09/10-09/10	2	1	2	\$3,600.00	
			Buyline Comment: LATE NEWS									
	29	F	1135P-1235A	THE TONIGHT SHOW	:30	\$300.00	09/07-09/07	2	1	2	\$600.00	
			Buyline Comment: THE TONIGHT SHOW									
	30	M	1135P-1235A	THE TONIGHT SHOW	:30	\$300.00	09/10-09/10	2	1	2	\$600.00	
			Buyline Comment: THE TONIGHT SHOW									

EC'd Yes Last Received: 09/06/2012 11:41 AM Showing Buylines: All Lines

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Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	42	SU	9A-10A	MEET THE PRESS	:30	\$1,200.00	09/09-09/09	1	1	1	\$1,200.00	
Buyline Comment: MEET THE PRESS												
	43	SU	6P-7P	SUNDAY 6PM NEWS	:30	\$500.00	09/09-09/09	2	1	2	\$1,000.00	
Buyline Comment: SUNDAY 6PM NEWS												
	44	SU	815P-1130P	SUNDAY NIGHT FOOTBALL	:30	\$6,000.00	09/09-09/09	2	1	2	\$12,000.00	
Buyline Comment: SUNDAY NIGHT FOOTBALL												
	45	SU	1130P-12A	SUNDAY LATE NEWS	:30	\$1,800.00	09/09-09/09	2	1	2	\$3,600.00	
Buyline Comment: SUNDAY LATE NEWS												

---REPORT TOTALS---

Report Totals: 89 / \$94,400.00

---SALES MONTHLY TOTALS---

Sep 12: 89 / \$94,400.00
Sales Totals: 89 / \$94,400.00
Station Totals: 89 / \$94,400.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$178,113	CATV 0%	WAVY 53%	WGNT 0%	WPXV 0%	WTKR 22%
		WTVZ 0%	WVBT 7%	WVEC 18%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

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--- CREDIT RISK ---

CASH IN ADVANCE